

Click It or Ticket. In your truck, too.



14th Annual Click It or Ticket Mobilization Campaign May 20-June 2, 2013

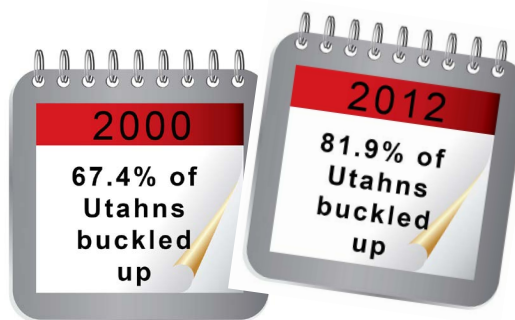
The Utah Department of Public Safety (DPS) and National Highway Traffic Safety Administration (NHTSA) are joining forces with police and sheriffs' departments across Utah to save lives on Utah roads and highways by working together to increase seat belt use.

Seat belts reduce the risk of injury and death by about 70% when used correctly, according to NHTSA. Buckling up not only saves lives, but it can save motorists from being pulled over. Law enforcement officers will be working overtime from May 20 to June 2 ticketing anyone who isn't wearing a seat belt, whether they're in a car, truck or SUV.

Don't pick up a ticket

With almost 600,000 pickups in Utah-roughly one in every four registered vehicles-this year's campaign will emphasize the importance of buckling up to motorists who drive or ride in pickups. According to the Utah Highway Safety Office's 2012 seat belt observational survey, pickup occupants (drivers & passengers) use seat belts at a lower rate than others:

- 69.3% of pickup occupants buckle up compared to 86% of occupants of other types of vehicles.
- Only 55.6% of pickup occupants in rural areas buckle up (vs. 76.5% for other types of vehicles).
- Only 74.1% of pickup occupants in urban areas buckle up (vs. 88.4% for other types of vehicles).



More than a decade of progress.

When the Click it or Ticket campaign started in Utah in 2000, only 67.4% of Utahns were buckling up. By 2012, 81.9% of Utah motorists were buckling up. This tells us that more than a half million more motorists are buckling up today than in 2000.

NHTSA estimates that the Click it or Ticket campaign

and enforcement mobilization has helped save 1,502 lives in Utah. The increase in seat belt usage also saves money - in the form of wage and productivity losses, medical expenses, vehicle damage, employer costs, taxes, insurance premiums, travel delays and quality of life.

CLICK IT OR TICKET
UTAH DEPARTMENT OF PUBLIC SAFETY



State law requires everyone in a vehicle to be secured by a seat belt. Children up to age 8 must be properly restrained in a child car seat or booster seat. The law provides for primary enforcement for individuals up to 19 years of age. For a person age 19 or older, enforcement by an officer can be only as a secondary action when the person has been detained for another offense.



Visit clickitutah.org for more information about Utah's seat belt laws for adults, teens and children.

SEAT BELT FACTS

- Of the 217 people killed in Utah in traffic crashes in 2012, 78 drivers and passengers were not restrained (Utah Highway Safety Office)
- Of those killed in Utah who weren't buckled up, 42% were between the ages of 18 and 34 (Utah Highway Safety Office)
- Men (78%) use seat belts less often than women (86%) (2012 Utah Seat Belt Observational Study)
- Motorists in rural areas use seat belts less often (70.1%) than motorists in urban areas (85%).
- Passengers are less likely to buckle up than drivers (2011 Utah Crash Summary).
- During a crash, being buckled up helps keep you safe and secure inside your vehicle, whereas being completely thrown out of a vehicle is almost always deadly. (NHTSA)



TRUCKS ROCK

THEY ALSO ROLL

Pickup trucks were 115% more likely to roll in a crash compared to other passenger vehicles.

---- 2011 Utah Crash Summary



- Pickup trucks had the highest crash rate per registered vehicle.
- Pickup trucks were 64% more likely to get in a crash in a rural area than other vehicle types.
- Pickups account for almost 25% of registered vehicles in Utah (Utah DMV)

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